

ARC920000029051  
09/658,632

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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**CENTRAL FAX CENTER**

In re Application of: Megiddo et al.

MAY 21 2004

Serial No.: 09/658,632

Group Art Unit: 3629

Filed: 9/8/2000

Examiner: Jonathan P. Ouellette

Title: *A System and Method for Improving the Effectiveness of Web Advertising*

**OFFICIAL**

AMENDMENT AFTER FINAL

MS AF  
Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the outstanding office action of 4/19/2004 and further in view of the interview of 5/13/2004, please amend the above-identified application as follows:

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FACSIMILE TRANSMITTAL SHEET****DATE SENT:** May 21, 2004**DELIVER TO:**

**Name:** Examiner Jonathan Ouellette  
**Company:** USPTO / GAU 3629  
**Phone No:** 703-605-0662  
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**FROM:** **Ramraj Soundararajan****YOUR FILE:** **USSN 09/658,632**

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**PLEASE ACKNOWLEDGE AND RETURN****X AMENDMENT AFTER FINAL****In re Application of:** **Megiddo et al.****Filed:** **9/8/2000****Docket No.:** **ARC920000029US1****Title:** **A System and Method for Improving the Effectiveness of Web Advertising**

PTO/SB/21 (08-03)

Approved for use through 07/31/2008. OMB 0851-0031  
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<b>TRANSMITTAL FORM</b> (to be used for all correspondence after initial filing)	Application Number	09/658,632	
	Filing Date	Sep 8, 2000	
	First Named Inventor	Megjddo, Nimrod	
	Art Unit	3629	
	Examiner Name	Jonathan Ouellette	
Total Number of Pages in This Submission	12	Attorney Docket Number	ARC920000029US1

ENCLOSURES (check all that apply)		
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## SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm or Individual name	Lacasse & Associates, LLC
Signature	<i>Ranney Soundarajan</i>
Date	May 21, 2004

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